



At Cornell, through the generosity of Ken Rotondo, Cornell DVM class of 1975, we worked with a company called iNovum. Dr. Rotondo is a founding partner of iNovum, and is here today. iNovum helped us to identify the best way to communicate with our alumni and friends, to provide them with the information according to their own preferences, which might make them “feel” like they want to support the Vet College.

The company uses a trademarked method to place individuals into segments based on their stated as well as their subconscious preferences. The idea is that sometimes without their knowing it, people have preferences that move them to act in a certain way.

This process uncovers those preferences and identifies for us the key phrases and concepts or themes that might move people within a certain segment to make a gift, as well as those which would actively deter them from making a gift.

| | |
|----|--|
| | Category A - Cornell's Reputation |
| A1 | Cornell is consistently ranked # 1 among veterinary colleges by US News & World Report. |
| A2 | Cornell is committed to attracting world renowned faculty. |
| A3 | Our graduates are leaders in their fields. |
| A4 | The College shapes the direction that the veterinary profession takes. |
| A5 | Cornell is committed to serving the needs of the state, nation, and world. |
| A6 | The College's influence springs from the aggregate strengths of its people and programs. |
| | |
| | Category B - Innovation & Research |
| B1 | Many of the major vaccines that keep animals healthy were developed at Cornell. |
| B2 | Our research centers drive cutting edge biomedical discoveries that improve life globally. |
| B3 | Research conducted at the College furthers our understanding of the genetic basis of human and animal disease. |
| B4 | The future of medical genetics is at Cornell. |
| B5 | Researchers at the College secure the most National Institutes of Health funding of any college on Cornell's Ithaca campus. |
| B6 | Collaborations, across the campus and the world, lead to innovative approaches that advance the health and well-being of animals and people. |
| | |
| | Category C - Human-Animal Bond |
| C1 | Animals make the world a better place. |
| C2 | Animals positively impact your life. |
| C3 | You appreciate and enjoy your pet's unconditional love. |
| C4 | Your relationship with your pet is hard to explain. |
| C5 | Your pet understands you. |
| C6 | You love animals. |

The first step in working with iNovum was to develop a survey to send to alumni and to friends.

To develop the survey, the Cornell development and communications staff brainstormed to create 32 statements we thought might resonate with alumni, and 32 different ones for friends, to motivate them to make a gift. Here is a sample of messages for our friends.



Today, you will be taking a survey regarding supporting Cornell University College of Veterinary Medicine.

It will take you between 10 - 15 minutes to complete this survey.

You will be seeing different screens of messages requesting donations

You will be seeing different combinations of messages on each screen

Although screens may seem the same, please note that each screen combination is UNIQUE.

You will be asked two questions for each screen description of combinations:

1) How likely are you to donate based on this information?

<- Not at all likely to donate

Very likely to donate- ->

1

2

3

4

5

6

7

8

9

2) Based on this screen ALONE... What single EMOTION comes closest to how you FEEL

1- Inspired; 2 - Proud; 3- Indifferent; 4- Put off; 5- Compassionate

You will be asked the SAME 2 questions for each screen. Please rate each screen combination as a single unit.

You can track your progress on the top right of each screen

Thank you very much for your participation in this important survey

Please Click >> to Continue.

Using those statements, iNovum built two different surveys, one we sent to alumni and one to friends, asking people how they “feel” about, and how likely they would be to donate, based on the statements that appear randomly on each of numerous screens.

Here’s the front page of the survey, explaining the process.

The College's influence springs from the aggregate strengths of its people and programs.

Research conducted at the College furthers our understanding of the genetic basis of animal and human disease.

Gifts from alumni to the College are crucial because funding from New York State is declining.

Graduate students, supported by fellowships, make groundbreaking research possible.

How likely are you to donate based on this information?

1 2 3 4 5 6 7 8 9

← Not at All Likely Very Likely →

Statements are randomized throughout the survey, and by the magic of “mind genomics” as iNovum calls it, the survey-taker is revealing his or her preferences though the action of moving through the screens and indicating how the statements as a group make them likely to donate and ...[next slide]



...how they make them “feel.”

These screens continue with statements selected at random for about 10 minutes. At each screen the survey-taker is asked to respond to the statements as a group.

How likely are you to donate based on this information?

| Options | Not at all | Maybe | Definitely |
|--|-----------------------|-----------------------|-----------------------|
| Gifts allow friends to show appreciation for all that Cornell does for animals | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| You love animals | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Cornell is consistently ranked # 1 among veterinary colleges by US News & World Report | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Your pet understands you | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

From the results of the survey, an algorithm identifies the statements that rose to the top for each constituent group.

From this, iNovum then built a very short “typing tool” which we sent to those alumni and friends who didn’t fill out the survey.

Responding to the questions on the typing tool places you in one of the three segments in your constituent group.

In order to type and this segment alumni and friends who did not respond to either tools, iNovum used demographic and giving data we provided to compare those who were typed to those who were not.

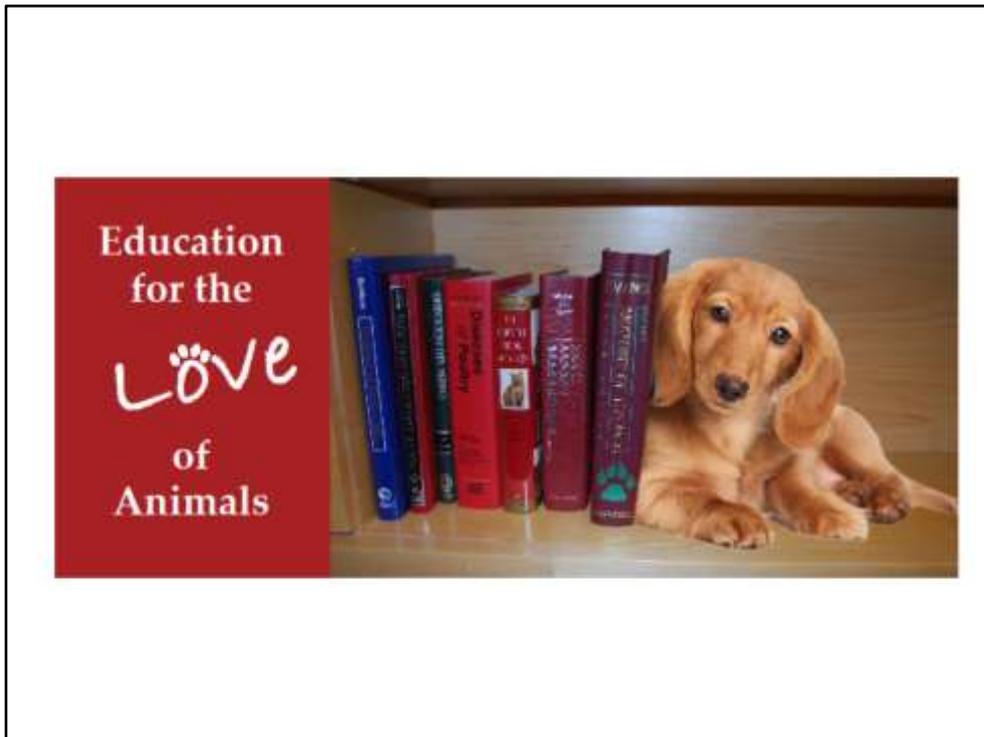
| | Keep Cornell #1 |
|--|-----------------|
| | Segment 2 of 3 |
| Cornell is consistently ranked # 1 among veterinary colleges by US News & World Report. | 24 |
| Your gift to Cornell allows the College to remain the leader in veterinary medicine. | 24 |
| Scholarships and fellowships are critical to ensuring that all qualified students have access to a Cornell education. | 8 |
| Your gift can help animals enjoy a longer, healthier life. | 11 |
| Cornell shares its knowledge to improve the health of animals around the world. | 8 |
| Your professors' passion helped to make you a better veterinarian. | 17 |
| Our graduates are leaders in their fields. | 9 |
| Gifts from alumni to the College are crucial because funding from New York State is declining. | 16 |
| Your Cornell degree has opened many doors for you. | 17 |
| Many of the major vaccines that keep animals healthy were developed at Cornell. | 5 |
| Cornell is committed to attracting world renowned faculty. | 7 |
| Cornell is committed to serving the needs of the state, nation, and world. | 5 |
| Veterinarians and staff at the College's hospitals are committed to sustaining the relationship between people and animals. | 9 |
| Your gift allows you to show your appreciation for all that Cornell means to you. | 18 |
| Discoveries at the College lead to advances in the health and well-being of animals and people. | 3 |
| Collaborations, across the campus and the world, lead to innovative approaches that advance the health and well-being of animals and people. | 1 |
| Through service-learning opportunities, Cornell students develop professional competencies and a deeper understanding of serving those less fortunate. | -4 |
| Graduate students, supported by fellowships, make groundbreaking research possible. | -5 |
| With more than 50% of the College's faculty nearing retirement age, the College must recruit a new generation of equally talented faculty. | -4 |
| Research conducted at the College furthers our understanding of the genetic basis of animal and human disease. | -5 |

All alumni and friends were segmented into one of three groups, whose titles are based on those statements that resonated the most with that group. Within each segment are statements that resonate highly, and those which should be avoided.

Here is an example of an alumni segment. See the green? Those are positive statements we should use in our messaging to that group. The red are statements or themes to avoid.

The types of positive statements and the overall themes that emerged for alumni were quite different from those for friends, and 90% of all friends fell into one segment: "Intense animal lovers." For this group the human-animal bond is paramount. Alumni were more evenly split among the three segments which I'll show you.

In using the information this year, we made a point of assuring that alumni and friends received very different letters. Within the alumni segment, we inserted three unique paragraphs, or sent three different letters for each of our five mailings this year.



We put this to the test most starkly with our final mailing of the year, where we selected images and words based strongly on the segment's preferences.

Here is our final reminder mailing (sent beginning of June). This went to alumni in segment #1: Education for the love of animals.

The short statement on the back of the card was taken directly from among the top positive statements in that segment.

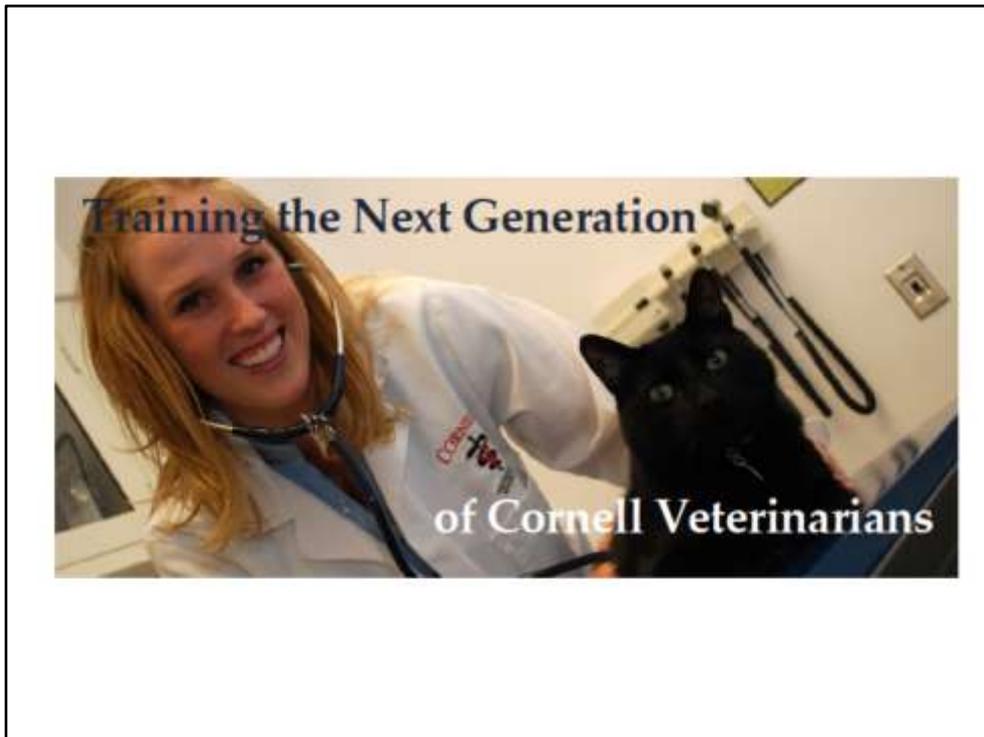


Here is segment #2: Keep Cornell #1.



Here is segment #3: Support innovative leadership.

These alumni seem to value Cornell's place of stature in biomedical research.



Here is our friends segment.

Friends love animals, and many of them they love their Cornell vet, so we tried to get both in here.

Results

- Overall (alumni and friends) mailing dollars up 10% from mailings last year, donors up 2%.
- Alumni dollars up 20%, donors even
- Friend dollars up 16%, donors up 6%.
- Improved understanding about differences between alumni and friends, and what resonates with each constituent group

[Read the slide]

Caveat in attributing all of these results to the segmentation, as our mailing results have improved every year. But still we learned a lot in going through the process.